Standards Matrix for Binational Centers

Categories	Sub-Categories	Bronze	Silver	Gold
Programs*	**English Language Learning**	The BNC has formal English language classes and holds 6-12 programs per year related to English language learning (e.g. conversation clubs, English film clubs, teacher viewing parties for teacher training webinars, etc.)	The BNC has formal English language classes and holds 13-26 programs per year related to English language learning (e.g. conversation clubs, English film clubs, teacher viewing parties for teacher training webinars, etc.)	The BNC has formal English language classes and holds over 26 programs per year related to English language learning (e.g. conversation clubs, English film clubs, teacher viewing parties for teacher training webinars, etc.)
	EducationUSA	The space makes EducationUSA materials available to visitors (i.e., books, links to EdUSA website, brochures) and has an e-Shop Bronze ($500) educational advising collection, updated at least every 3 years.	The space makes EducationUSA materials available to visitors (i.e. books, links to EdUSA website, brochures) and has an e-Shop Silver ($750) educational advising collection, updated at least every 3 years. At least one space staff member has completed online New Adviser Orientation training for new advisers and/or received training from a senior EducationUSA adviser or REAC. The space maintains contact with a senior EducationUSA adviser in country.	The space is a designated EducationUSA advising center, makes EducationUSA materials available to visitors (i.e. books, links to EdUSA website, brochures), and has an e-Shop Gold ($1000) educational advising collection, updated at least every 3 years. A trained EducationUSA adviser has an office in the space and hosts regular group information sessions. The adviser is also available to assist individual students and as time permits, receive U.S. higher education visitors.
		--	--	BNC provides fee-based testing for TOEFL and other standardized tests required for admission to U.S. colleges and universities.
	Alumni Activities	The space invites alumni to participate in events and speak at 2-4 programs.	The space provides a meeting room for alumni associations and invites alumni to speak at 5-7 events.	The space provides a meeting room for alumni associations and invites alumni to speak at 8 or more events per year. The space also acts as a partner organization on alumni grant proposals.
	Cultural Programs	BNC organizes and promotes 6-12 cultural programs and exhibitions per year.	BNC organizes and promotes 13-26 cultural programs and exhibitions per year.	BNC organizes and promotes over 26 cultural programs and exhibitions per year. Partnerships with other cultural institutions in the community are formed and maintained.
	Information About the U.S.	The space holds 6-12 programs about the U.S. per year featuring IIP/target of opportunity/Mission speakers, Internet training, Co.Nx webchats, film screenings, eLibraryUSA briefings, and programs on US bilateral issues.	The space holds 13-26 programs about the U.S. per year featuring IIP, target of opportunity or Mission speakers, Co.Nx webchats, film screenings, eLibraryUSA briefings, and programs on US bilateral issues.	The space holds over 26 programs about the U.S. per year featuring IIP, target of opportunity or Mission speakers, Co.Nx webchats, film screenings, eLibraryUSA briefings, and programs on US bilateral issues.
		Virtual Programs: The space participates in Co.Nx, Skype, or DVC videoconferences.	**Virtual Programs:** The space participates in 3-4 Co.Nx, Skype, or DVC videoconferences per year.	**Virtual Programs:** The space organizes live audiences to participate in, or originates, 6-12 Co.Nx, Skype, webchats, or DVC videoconferences per year. The space also produces at least one videoconference per year.
		Information Inquiries: Staff conducts at least 10-25 interactions per month. This can include answering telephone and email inquiries about the space, programs, as well as responding to questions about the U.S.	**Information Inquiries:** Staff conducts between 25-50 interactions per month. This can include answering telephone and email inquiries about the space, programs, as well as responding to questions about the U.S.	**Information Inquiries:** Staff conducts over 50 interactions per month. This can include answering telephone and email inquiries about the space, programs, as well as responding to questions about the U.S.

Standards Matrix for Binational Centers

Categories	Sub-Categories	Bronze	Silver	Gold
Programs*	**Information About the U.S.**	**Books, DVDs, and Other Media:** The space has a collection of 1200 books about the U.S. as well as up to 75 DVD titles. The collection includes reference books about learning English and studying in the U.S. The collection is accessible via an online public access catalog accessible to visitors on a dedicated computer terminal.	**Books, DVDs, and Other Media:** The space has a collection of 1200 – 2000 books about the U.S. and less than 150 DVD titles. There is a core collection of books about learning English and studying in the U.S. Reference books are updated on a regular basis. The collection is accessible via an online public access catalog and on the Space's pubic Internet site. The collection reflects user needs and is weeded annually.	**Books, DVDs, and Other Media:** The space provides a lending library of more than 2000 books about the U.S. and over 150 DVD titles and other multi-media products (board and electronic games, production labs). There is a substantial collection of books about learning and teaching English and studying in the U.S. A collection development plan is in place. Collections are actively promoted to students and the community through outreach programs and presentations. The collection is accessible via an online public access catalog and on the Space's pubic Internet site. The collection reflects user needs and is weeded annually.
		IIP Publications: The space has IIP publications prominently displayed and available to the public.	**IIP Publications:** The space has IIP publications prominently displayed and available to the public.	**IIP Publications:** The space has IIP publications prominently displayed and available to the public.
		eLibraryUSA: The space makes eLibraryUSA available on its computers and promotes this resource with signs and brochures.	**eLibraryUSA:** The space makes eLibraryUSA available on its computers and promotes this resource with signs and brochures. The space conducts training sessions with target audiences on the resources available in eLibraryUSA.	**eLibraryUSA:** The space makes eLibraryUSA available on its computers and promotes this resource with signs and brochures. The space conducts training sessions with target audiences on the resources available in eLibraryUSA. The space further promotes eLibraryUSA by developing video tutorials and other outreach materials for their audiences and for the benefit of their colleagues.
		eReaders: The space offers eReaders and has 2 available to visitors upon request.	**eReaders:** The space offers eReadersand has 2 available to visitors. The space has implemented a lending proram and organizes activities using the eReaders.	**eReaders:** The space offers eReaders and has more than 2 available to visitors. The space has implemented a robust lending proram and organizes activities and training programs using the eReaders.
		Internet Connection: The space has less than a 2Mbit/s Internet connection.	**Internet Connection:** The space has at least a 2Mbit/s internet connection with WiFi available to visitors. WiFi connection reaches to all corners of the public access space with no limitations.	**Internet Connection:** The space has the best available connection with unlimited bandwidth and WiFi available to visitors. WiFi connection reaches to all corners of the public access space with no limitations.
Management	**Staff**	**English Proficiency:** Staff has basic English communication skills.	**English Proficiency:** Staff has intermediate English communication skills.	**English Proficiency:** Staff is fluent in English.
		Programming Capacity: Staff organizes basic programs. Staff can handle Embassy speaker programs, but needs some assistance from Embassy.	**Programming Capacity:** Staff is cable of organizing a variety of events with little to no assistance from Embassy staff.	**Programming Capacity:** Staff is innovative and initiates complex programs for large audiences on their own.
		Understanding of America: Staff has basic understanding of America.	**Understanding of America:** Staff has visited the United States and has intermediate understanding of life in America.	**Understanding of America:** Staff has spent significant time in the United States and has in-depth knowledge of America.
		Technology Proficiency: Staff has a basic understanding of Microsoft Office, the internet, and rudimentary knowledge of social media. Staff needs outside help troubleshooting anything but basic problems.	**Technology Proficiency:** Staff is adept at using Microsoft Office suite, the internet, and social media networks. Staff can troubleshoot many technology problems.	**Technology Proficiency:** Staff is skilled at Microsoft Office, internet, social media, eLibraryUSA, OER/MOOCs (Open Educational Resources/Massive Open Online Courses). Staff can troubleshoot most technology problems. Staff is able to mentor patrons on technology skills.
		Training: Staff has been trained by the U.S. Embassy and the IRO. Staff has also participated in one country-wide or regional workshop.	**Training:** Staff has been trained by the U.S. Embassy and the IRO. Staff also participates in annual country-wide or regional workshops.	**Training:** Staff participates as a trainer in annual country-wide or regional workshops and has attended an IVLP or other exchange program.

Standards Matrix for Binational Centers

Categories	Sub-Categories	Bronze	Silver	Gold
Management	Tech Support	Space has access to a qualified person who provides routine tech support and runs updates, etc.	Space has access to a qualified person who provides routine tech support and runs updates, etc. Space has a staff person with advanced skills who recommends solutions to improve the Space's technology platforms.	Space has access to a qualified person who provides routine tech support and runs updates, etc. Space has a staff person with advanced skills who recommends solutions to improve the Space's technology platforms and to train other staff and the public on the use of modern technology.
	Embassy Oversight	The Embassy dedicates 20% LES FTE staff time to support of space. There is at least one Embassy oversight visit to space per year and evidence of regular email communications.	Embassy dedicates 20% LES FTE staff time to support of space, FSO is significantly involved in oversight of space. Ther Embassy visits the space quarterly.	Embassy dedicates 20% LES FTE staff time to support of space, FSO is significantly involved in oversight of space. Embassy visits space at least quarterly and provides regular Embassy speakers to the space.
	IRO Involvement	IRO advises post on the BNC, including reviewing support funds request.	IRO advises post on the BNC, including reviewing support funds request, and visits at least once each year. Space staff has interaction with IRO at single country and/or regional training workshops.	IRO advises post on the BNC, including reviewing suppport funds request, and visits at least twice each year. Space staff has interaction with IRO at single country and/or regional training workshops. Space hosts IRO as a program speaker.
	Funding**	Budget is tied to the mission and goals of the BNC. Funding is adequate to support operations, staffing, staff development, and programming needs to meet the basic goals of the Space. Post and partner each contribute funds and resources.	Budget is tied to the mission and goals of the BNC. Funding to support operations, staffing, staff development, and programming needs exceeds the basic goals of the Space. Post and partner contribute funds and resources. Space augments its resources through the use of volunteers or interns.	Budget is tied to the mission and goals of the BNC. Funding to support operations, staffing, staff development, and programming needs exceeds the basic goals of the Space. Post and partner contribute funds and resources. Space augments its resources through the use of volunteers or interns and contributions from third-party institutions.
	Copyright & Intellectual Property	BNC adheres to intellectual property rights regarding textbooks and proprietary instructional materials. Database license terms are followed and communicated to all user groups.	BNC adheres to intellectual property rights regarding textbooks and proprietary instructional materials. Database license terms are followed and communicated to all user groups.	BNC adheres to intellectual property rights regarding textbooks and proprietary instructional materials. Database license terms are followed and communicated to all user groups.
	Planning	Space staff, in collaboration with post and host institution, write an annual plan that guides program activities and resource development. Planning incorporates 5 core programs and supports Mission Strategic goals.	Space staff, in collaboration with post and host institution, write an annual plan that guides program activities and resource development. Planning incorporates 5 core programs and supports Mission Strategic goals. Plan is reviewed quarterly.	Space staff, in collaboration with post and host institution, write an annual plan that guides program activities and resource development. Planning incorporates 5 core programs and supports Mission Strategic goals. Plan is reviewed quarterly and includes periodical (monthly or quarterly) implementation plans.
	Reporting	Staff maintain monthly reports on the number of visitors to the space, the number of programs, and attendees. Staff share this data with the U.S. Embassy or consulate at the end of every month.	In addition to the basic statistics, staff keep track of reference requests and are careful to ensure that data is reasonable and accurate.	Staff maintain monthly reports on the number of visitors to the space, the number of programs, attendees, and reference requests. Reports are always submitted on time with no delays or errors in the data.
	Evaluation	Space responds to surveys and requests for information related to evaluation within stated deadlines.	Space responds to surveys and requests for information related to evaluation within stated deadlines. Space seeks informal feedback from audiences (and partners) on program and resources.	Space responds to surveys and requests for information related to evaluation within stated deadlines. Space designs and uses tools to solicit feedback from audiences (and partners) on programs and resources. E.g., space develops programs and/or acquires collection materials based on audience interests and response. Feedback results are regularly reported.

Standards Matrix for Binational Centers

Categories	Sub-Categories	Bronze	Silver	Gold
Management	**Number of hours per week that the BNC is staffed and open to the public.**	20-30	31-40	More than 40
	BNC Finances	BNC bank account is in the institution's name (not a personal name). And BNC is financially solvent and stable.	BNC bank account is in the institution's name (not a personal name). And BNC is financially solvent and stable.	BNC bank account is in the institution's name (not a personal name). And BNC is financially solvent and stable.
		BNC provides merit-based scholarships for low-income students when financially feasible.	BNC provides merit-based scholarships for low-income students when financially feasible.	BNC provides merit-based scholarships for low-income students when financially feasible.
	Governance	Board of Directors/Executive Board has been established and bylaws published/made available.	Board of Directors/Executive Board has been established and bylaws published/made available.	Board of Directors/Executive Board has been established and bylaws published/made available.
		Board elections are transparent with defined terms of service for each member and regular turnover.	Board elections are transparent with defined terms of service for each member and regular turnover.	Board elections are transparent with defined terms of service for each member and regular turnover.
		PAS representative is a non-voting member of the Board in capital cities or where practicable.	PAS representative is a non-voting member of the Board in capital cities or where practicable.	PAS representative is a non-voting member of the Board in capital cities or where practicable.
		--	--	BNC is an active member of ABLA (Association of Binational Centers of Latin America).
	Website	The U.S. Embassy or consulate mentions the Space and has contact information on its website.	The U.S. Embassy or consulate describes the Space's purpose, activities, and resources and has contact information on its website.	The space has a dedicated website that the U.S. Embassy or consulate links to. Links are checked and updated regularly.
	Social Media	The U.S. Embassy or consulate promotes the space on its social media channels.	Staff at the space actively manage a social media account.	The space is active on multiple social media platforms, promotes IIP products, Embassy activities, USG initiatives, and other information about the U.S. The space has a lively community and curates their own content.
	Listservs/Facebook group email address	BNC staff monitor the Panam Partners listserv. Staff has joined Department-managed social media groups, including the American Spaces Facebook group.	Staff at the BNC monitor and actively engage on the Panam Partners listserv. Staff has joined and is actively engaged on Department-managed social media groups, including the American Spaces Facebook group.	Staff at the Corner monitor and actively engage on the Panam Partners listserv. Staff has joined and is actively engaged on Department-managed social media groups, including the American Spaces Facebook group.
	Email	BNC has a generic email address for the space (not an individual account) with a name that identifies and helps market the Space.	BNC has a generic email address for the space (not an individual account) with a name that identifies and helps market the Space.	BNC has a generic email address for the space (not an individual account) with a name that identifies and helps market the Space.
	Marketing	Space markets its programs and services to users.	Space regularly markets its programs and services to users and the broader community.	Space regularly markets its programs and services. Space utilizes multiple channels, including social media and the press, to market its programs and services.
	Local Media	-	-	BNC has established productive relationships with local media outlets.
Physical Space***	**Appearance: Branding**	Name of space established and branding adopted that fits standards.	Space name & branding appear on all products from the Space (website, social media, print products, email signatures, etc.)	Brand recognition is recognized in the wider (non-Space) community. People on the street recognize the name & branding.
	Appearance: Signage	A clearly visible sign in the space depicts the partnership between the U.S. Embassy and the host institution. A U.S. flag is present.	A clearly visible sign in the space and in the host institution depicts the partnership between the U.S. Embassy and the host institution. A U.S. flag is present. The name of the space is visible from the street.	There are clearly visible signs in the space and in the host institution depicting the partnership between the U.S. Embassy and the host institution. A U.S. flag is present and highly visible. The space has experimented with creative branding techniques (digital signboards, exhibits, etc.). The name of the space is visible from the street.

Standards Matrix for Binational Centers

Categories	Sub-Categories	Bronze	Silver	Gold
Physical Space*	**Appearance: Decor**	The space is attractive and welcoming with elements of American design that are distinct from local design norms.	The space is attractive and welcoming. Furniture and décor are modern and modeled after a U.S. public library or community center. Walls are adorned with posters or framed art depicting the U.S.	The space is attractive and welcoming. Furniture and décor are modern and modeled after a U.S. public library or community center. The space includes delineated zones for individual use of technology or resources and for group interraction. Permanent or temporary artworks exhibiting American art adorn the walls.
	Physical Space	The space has adequate square footage to accommodate a daily flow of 10-20 visitors and has access to programming space. The space has seating for 20 or fewer people. The Space is maintained & cleaned regularly. There are no facility hazards, security, or safety issues. There is adequate and reliable lighting, electricity, heating, and ventilation.	The space has adequate square footage to accommodate a daily flow of 21-40 visitors and hold programs. The Space is maintained & cleaned regularly and there are regular facility/safety inspections. Lighting, electricity, heating, and ventilation are up to U.S. overseas building standards. The space includes clearly delineated zones, content, or staff for learning about America, the English language, or educational advising. The space has seating for 21-40 people.	The space has adequate square footage to accommodate a daily flow of more than 40 visitors and hold programs. The Space is maintained & cleaned regularly and meets all U.S. overseas facility standards for safety. Lighting, electricity, heating, and ventilation are up to U.S. overseas building standards. There is flexibility to hold small and large programs in different formats. There are prominent zones, content, or staff for learning about America, the English language, and educational advising. The space has seating for more than 40 people.
	Property	BNC is up-to-date on rent payments of leased space.	BNC owns and maintains its own Space.	BNC owns and maintains its own Space and has established viable, financially stable branches.
	Library	The BNC provides a small-scale open-access lending library. A part-time staff member has been designated to oversee library and information services. Computers with Internet access are easily accessible by both users and staff. Librarian maintains regular contact with the IRC and has received IRC training.	A full-time staff member provides library and information services. Library is actively promoted to faculty, students and community through outreach programs and presentations. Library collection is accessible via a print or online public access catalog, reflects user needs and is weeded annually.	A full-time librarian has formed partnerships with local schools and community libraries. A collection development plan is in place. BNC supports professional development through attendance at ABLA and regional workshops.
	Furnishings	The space has adequate and functional shelving, a table, chairs, and desks for computer equipment.	The space has adequate and modern shelving, a table, chairs, and desks for computer equipment. Furnishings accommodate the maximum number of visitors without overcrowding.	The space has ample and modern shelving, tables, comfortable chairs, and desks for computer equipment. Furnishings facilitate flexible arrangements for large and small programs as well as individual use of technology or resources.
	Accessibility	Space is located within 10 miles of a business, government, or university center and is easily accessible by public transportation. The space has made accommodations for those with disabilities.	Space is located within 5 miles of a business, government, or university center and is easily accessible by public transportation. Parking is available to visitors at minimum cost. The space strives to be accessible to all. The space is wheelchair accessible.	Space is located in the heart of a business, government, or university center and is easily accessible by public transportation. Parking is available to visitors at minimum cost. The space strives to be accessible to all. The space is in compliance with ADA standards.
	Equipment	**Computers:** The space offers at least 3 well-maintained computer workstations or laptops. The computers have adequate software -including antivirus software - and memory to enable visitors to access various media, including online resources. The computers are updated at least every 3-4 years.	**Computers:** The space offers at least 6 well-maintained computer workstations or laptops. The computers have adequate software -including antivirus software - and memory to enable visitors to access various media, including online resources. The computers are updated at least every 3-4 years.	**Computers:** The space offers more than well-maintained computer workstations or laptops. The computers have adequate software -including antivirus software - and memory to enable visitors to access various media, including online resources. The computers are updated at least every 3-4 years.
		Mobile Devices (iPads): The space is planning to acquire one tablet or other mobile device for programs.	**Mobile Devices (iPads):** The space makes one mobile device available to visitors and also uses it for programs.	**Mobile Devices (iPads):** The space makes more than one mobile device available to visitors and also uses them for programs.

Standards Matrix for Binational Centers

Categories	Sub-Categories	Bronze	Silver	Gold
Physical Space***	Equipment	**Videoconferencing equipment + projector and screen:** The space has a computer with an internet connection and a projector, speakers, microphone, and webcam.	**Videoconferencing equipment + projector and screen:** The space has a computer with an internet connection and a projector, speakers, microphone, and webcam. Skype is downloaded and they have the capability to run Co.NX programs.	**Videoconferencing equipment + projector and screen:** The space has a computer with an internet connection and a projector, speakers, microphone, and webcam. Skype is downloaded and they have the capability to run Co.NX programs. Has state of the art DVC equipment and capability to produce their own videoconferences and programs.
		TV and DVD Player: The space has a television and multisystem DVD player available for visitors to view DVDs.	**TV and DVD Player:** The space has two televisions (including one large enough for group viewing) and multisystem DVD players and headsets available for visitors to view DVDs.	**TV and DVD Player:** The space has three televisions (including one large enough for group viewing) and multisystem DVD players and headsets available for visitors to view DVDs.
		Digital Camera and Video Camera: The space has a compact digital camera to document events and activities. Staff are trained to take quality photos and submit them in regular reports.	**Digital Camera and Video Camera:** The space has a compact digital camera to document events and activities. Staff are trained to take quality photos and submit them in regular reports and post them to their social media platforms.	**Digital Camera and Video Camera:** The space has a high quality SLR digital camera with video capabilities (or a video camera) to document events and activities. Staff are trained to take quality photos and videos and submit them in regular reports and post them to their social media platforms.
		Printer and Photocopier: The space has an adequate and well-maintained printer and photocopier available to visitors.	**Printer and Photocopier:** The space has two well-maintained printers and photocopiers available to visitors.	**Printer and Photocopier:** The space has both black and white and color printers and photocopiers that are well-maintained and available to visitors.

*Note: minimum number of TOTAL programs is 24 per year (this can be a combination of the various types of programs).
It is possible that a program will incorporate 2 or more of the 5 core programs. For instance, an alumna could lead a cultural program or English conversation club.

**Note: USG funding for staffing is only for USG employed staff.

***Note: appearance and physical space standards are interim standards until completion of the Model Spaces project.

Note: Academic standards for English teaching in BNCs are not addressed in this framework and are beyond the scope of this exercise.

12/5/2012